

# Project Highlights

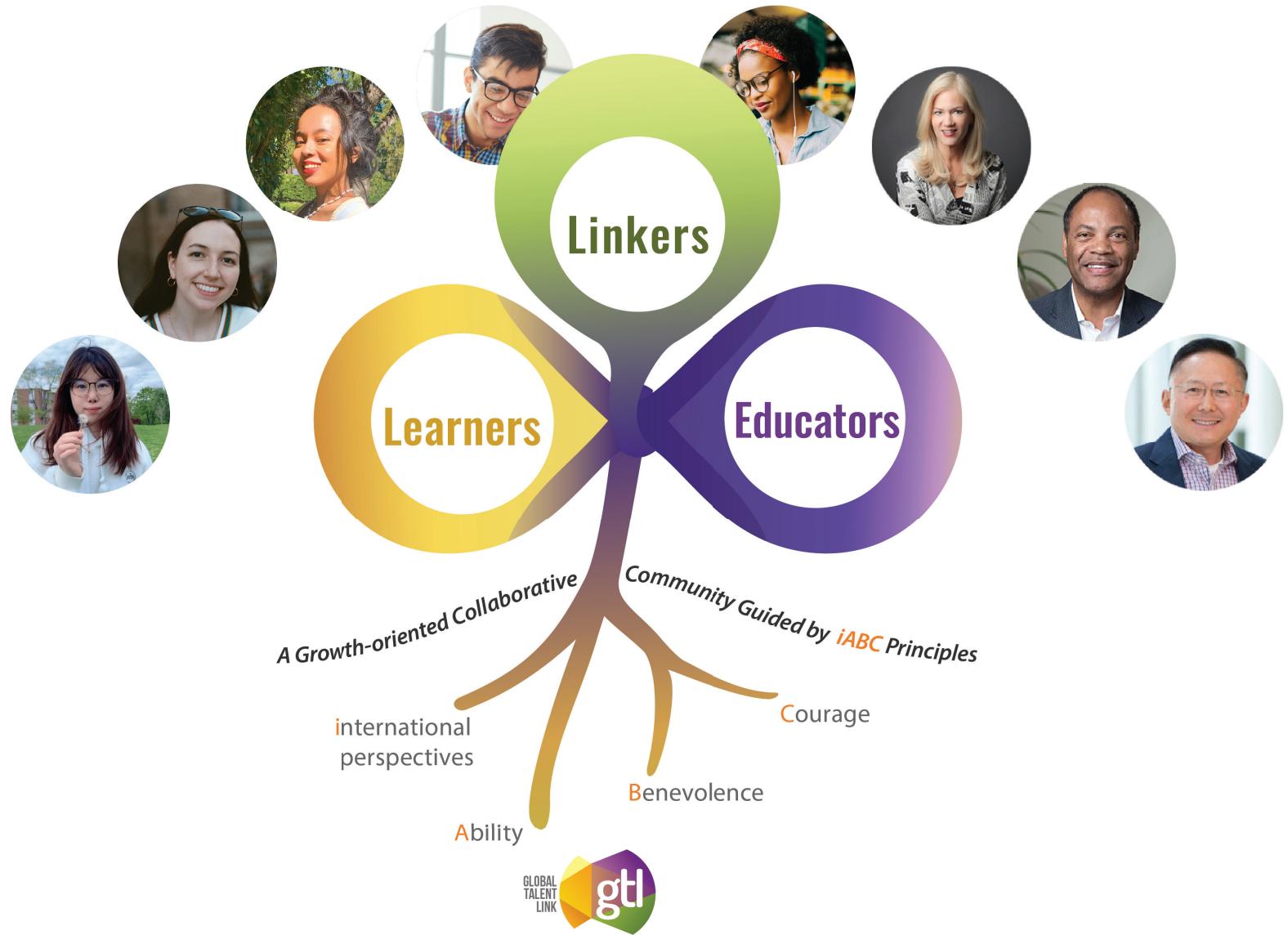
Zhengzhou Huang and Zhengyang

zhua05nuo@outlook.com

zhuang0buo@outlook.com

<https://zhengyang-huang.me>

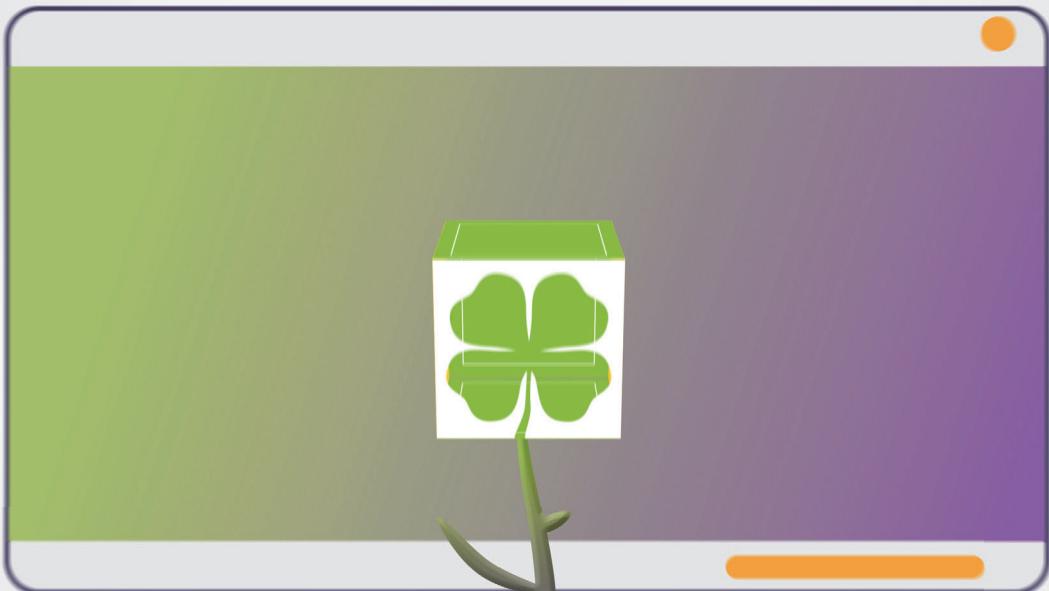
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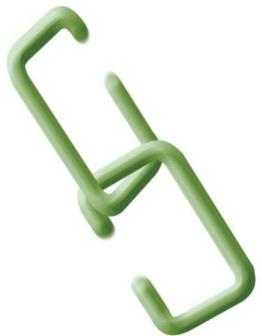
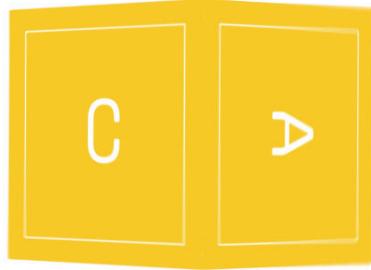
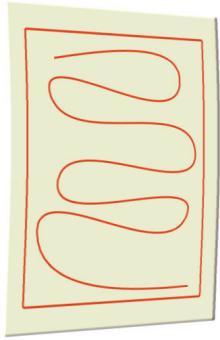



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This is an in-progress marketing design project I have been doing for Global Talent Link(GTL), which includes the creation of a new marketing video and visual/animated assets for the company's website.

The company focuses on online, personalized educational services as well as a collaborative effort to build a learning community. The design problem I need to solve is the lack of footages to complete clear, convincing, and innovative visuals. From there, I collected materials and created assets and motion effects in Adobe After Effects, Illustrator, and Lottie animation that represent the company's core value.





**ACEA Global Website** is a work-in-progress **web design and front-end development** project for Advanced Continuing Education Association (ACEA). I'm actively designing and engineering the typography, layout, animation, interface, color and styling of the home page.

To achieve a sense of ease and simplicity important to the company brand, I made a smooth scrolling animation to break the header illustration into three sections, corresponding to the three potential customers of the company. The layout and styles of texts and buttons features an ease to read the click, while being aesthetic and compatible throughout all major screen sizes.

Manage Continuing Education *without* the Admin Work

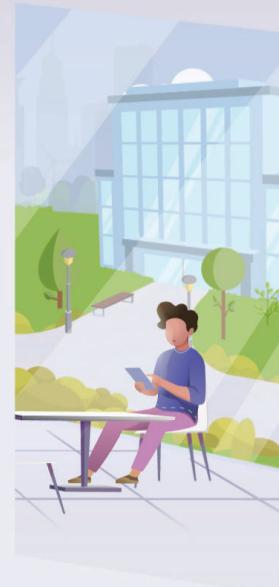


## For Employers & Enterprise

Your team has far more important things to do than managing their credentials and continuing education.

Help your team stay compliant and **save hours** in the process.

I'm an Employer



normal



hover



pressed



normal

Navigation Interface



## For Healthcare Institutions

You prioritize engagement and efficiency by removing administrative burden for clinicians.

Let's take the admin work off your team's plate and *ensure compliance* in the process.

I'm in Healthcare



I'm an Employer



I'm an Education Provider

## For Associations

Offer your members what they need to maintain their credentials while saving time.

I'm an Association or Society



## For Educators

Engage your learners with a platform to centralize their entire continuing education experience.

I'm an Education Provider



I'm an Association or Society

I'm in Healthcare



# Responsive



Animated Image Pans on Smaller Screens

## Medium Screen

**For Healthcare Institutions**

You prioritize engagement and efficiency by removing administrative burden for clinicians.

Let's take the admin work off your team's plate and **ensure compliance** in the process.

[I'm in Healthcare](#)

**For Employers & Enterprise**

Your team has far more important things to do than managing their credentials and continuing education.

Help your team stay compliant and **save hours** in the process.

[I'm an Employer](#)

Manage Continuing Education without the Admin Work

**For Employers & Enterprise**

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[I'm an Association or Society](#)

## For Educators

Engage your learners with a platform to centralize their entire continuing education experience.

[I'm an Education Provider](#)

## Small Screen

**For Healthcare Institutions**

You prioritize engagement and efficiency by removing administrative burden for clinicians.

Let's take the admin work off your team's plate and **ensure compliance** in the process.

[I'm in Healthcare](#)

**For Associations**

Offer your members what they need to maintain their credentials while saving time.

[I'm an Association or Society](#)

**For Educators**

Engage your learners with a platform to centralize their entire continuing education experience.

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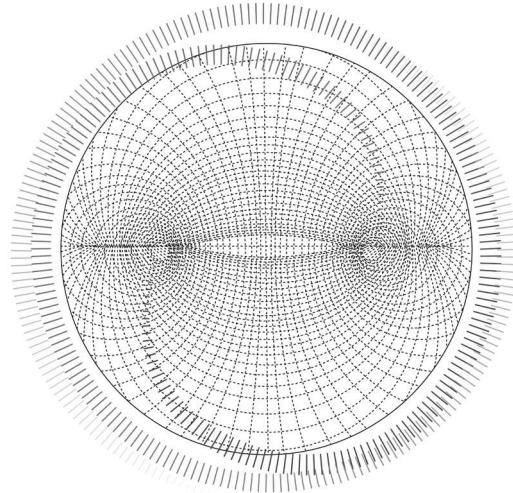
**Air, Water, Fire** is a series of self-directed websites showcasing 3 imaginary tools that are able to manipulate data with elemental energy. They are done in close collaboration with Zhengzhou Huang, who is also a new media artist and a UCLA Design Media Arts MFA alumni.

I work closely on every aspect of the series including interface design, web development, graphic design, video making, 3D playable demo, as well as speculative concept-building.

**Water**'s main UI is designed on an interactive cube where each face shows a page of conversational text, videos, photos and illustrations.  
(web: <http://projects.dma.ucla.edu/exhibitions/mfa2021/water/>)

**Air** shows an interactive booklet made with Bindery.js. At the last page of the booklet is a VR video leading viewers to the story.(web: <http://projects.dma.ucla.edu/exhibitions/mfa2021/air/>)

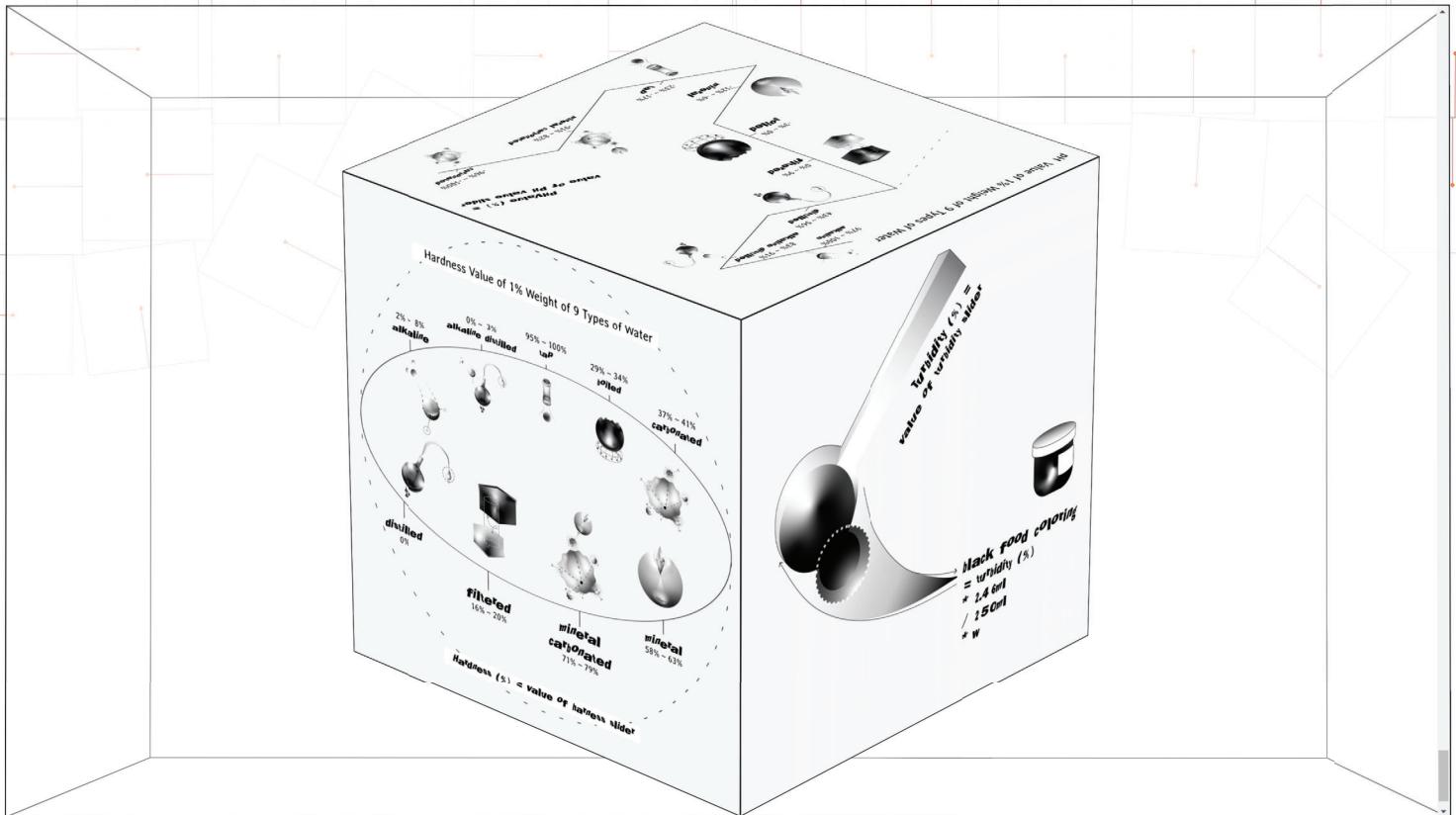
**Fire** presents a set of illustrations, photos for a set of objects(a wooden GPU kit). It also contains a 3D playable mini-game made in Unity as a virtual demonstration of these physical objects.  
(web: <http://projects.dma.ucla.edu/exhibitions/mfa2021/fire/>)



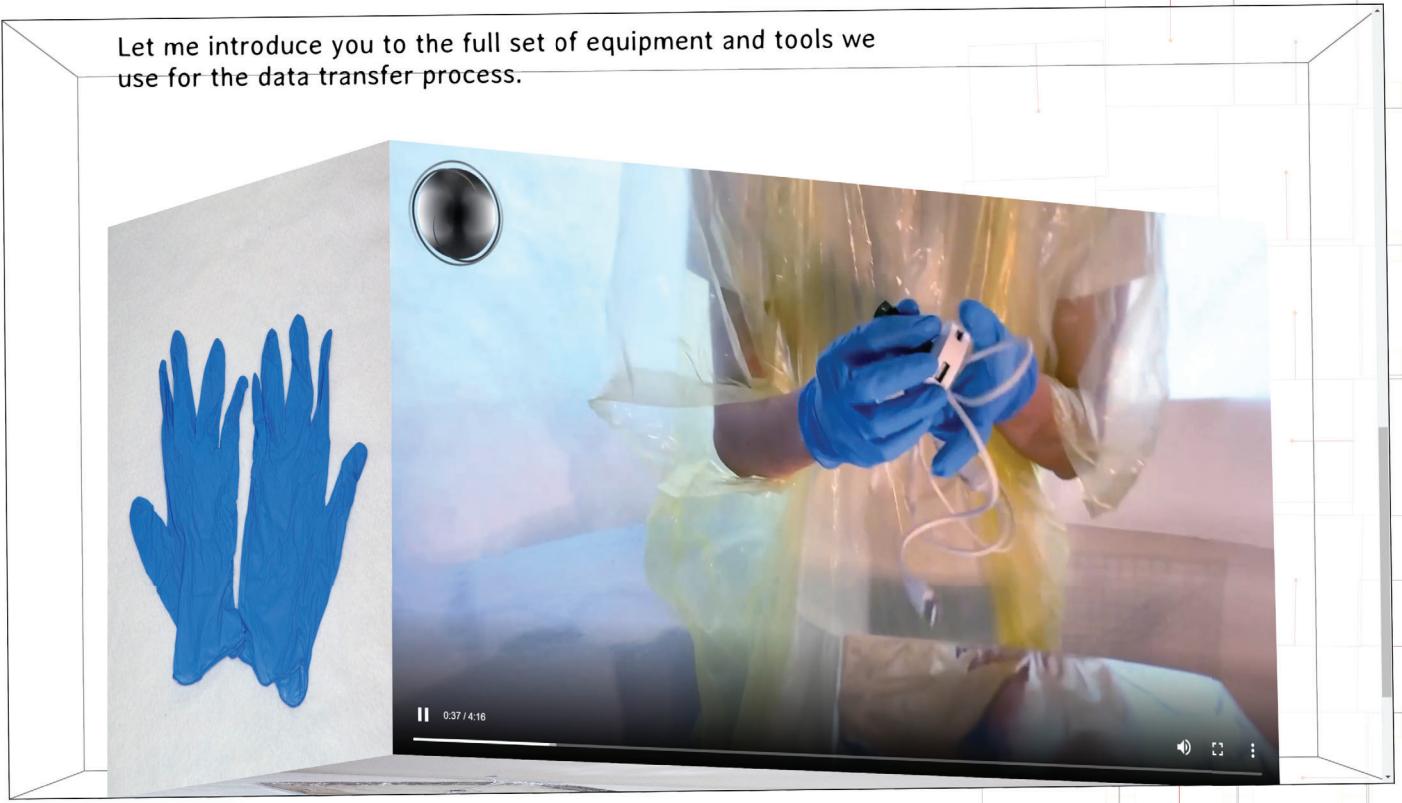
# Water

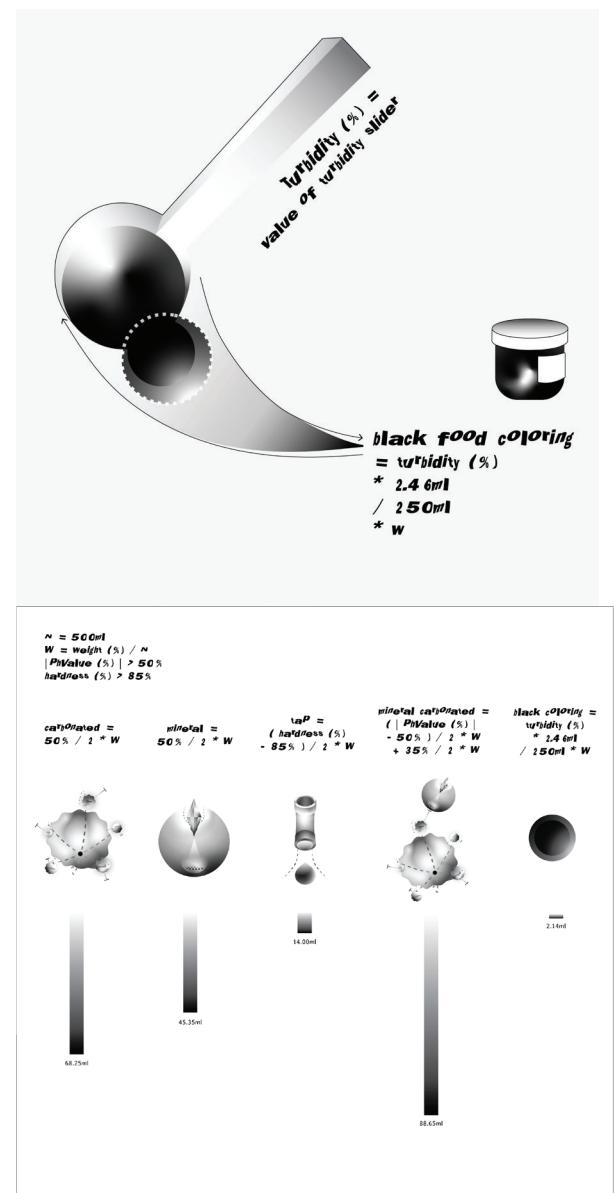
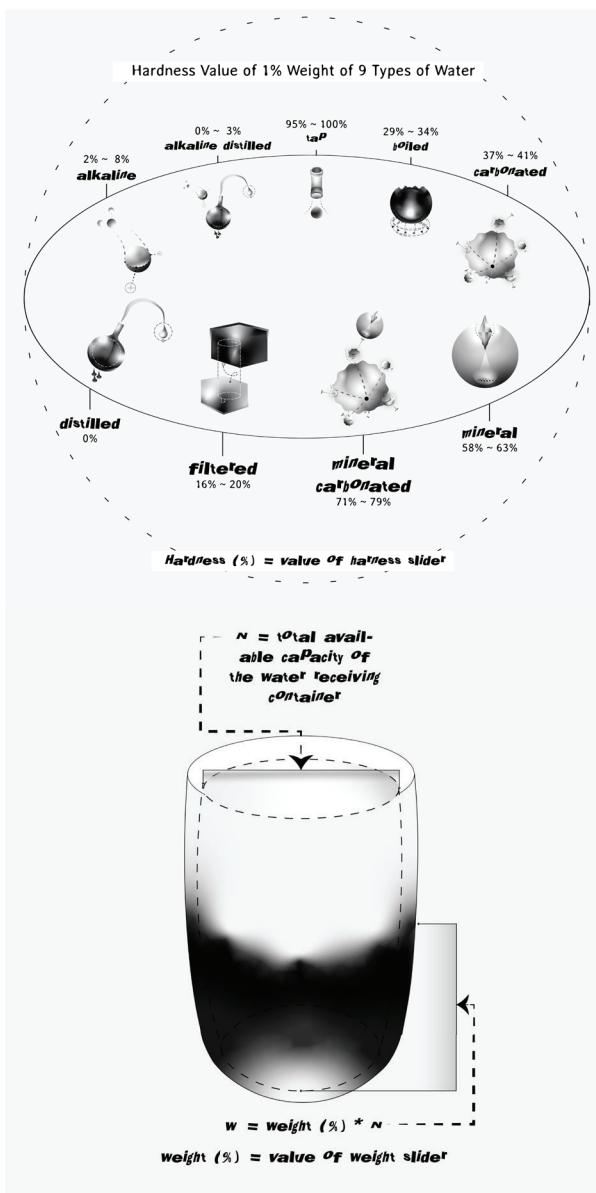
Water is an unstable data structure with which you store, share and delete your data.

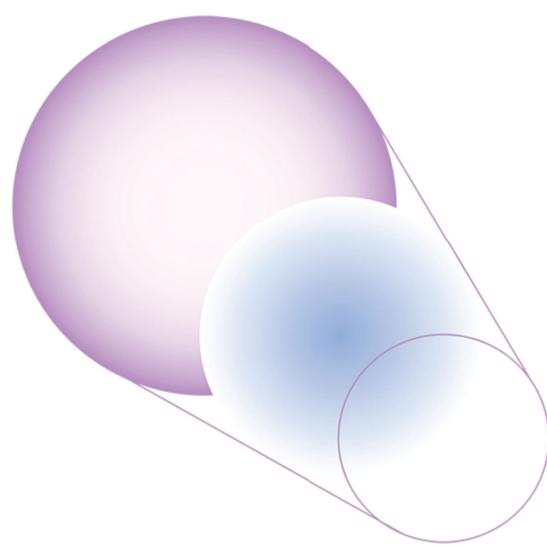
[web link](#)



Let me introduce you to the full set of equipment and tools we use for the data transfer process.

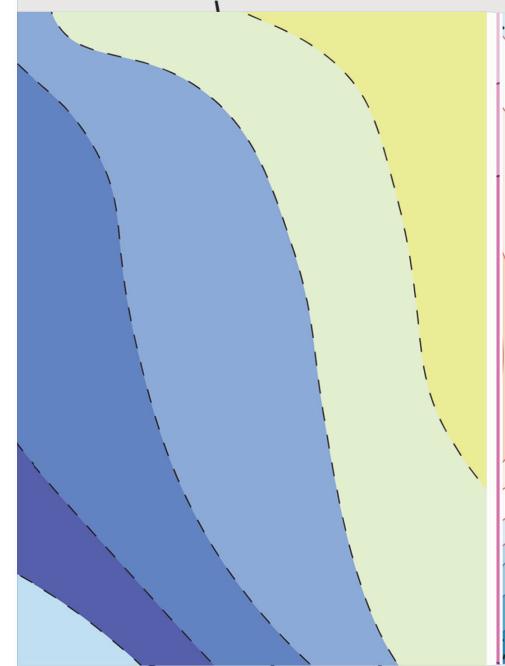






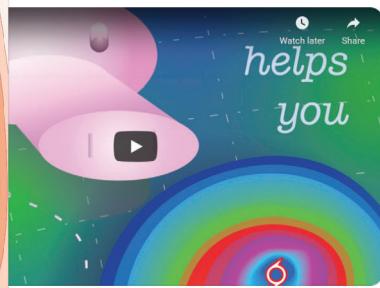
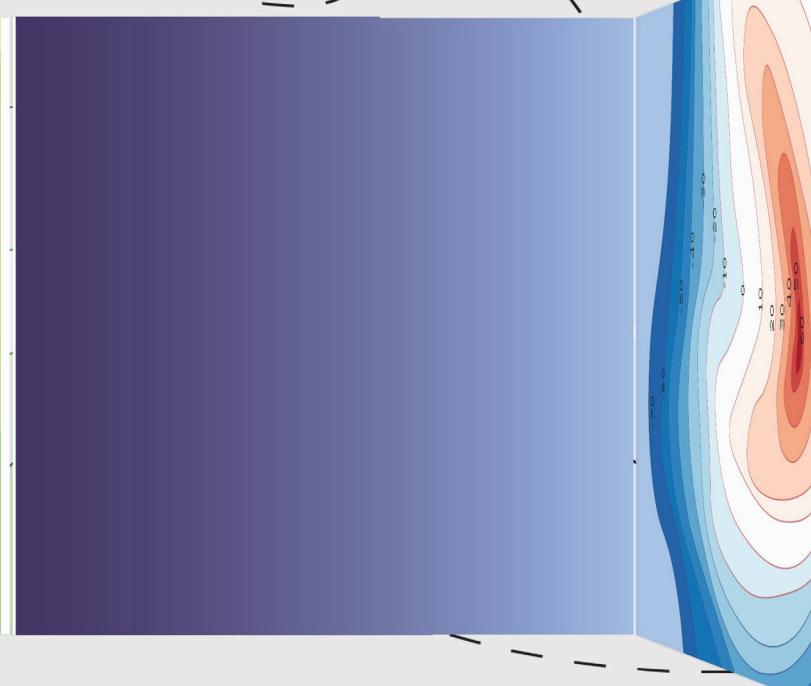
AIR is a smart home device who  
helps you grasp your quantified  
surroundings you're not able to  
sense.

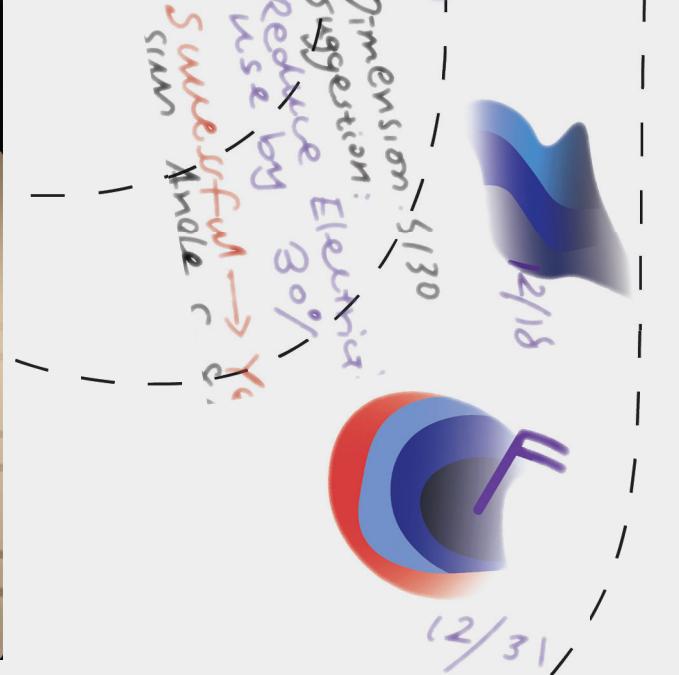
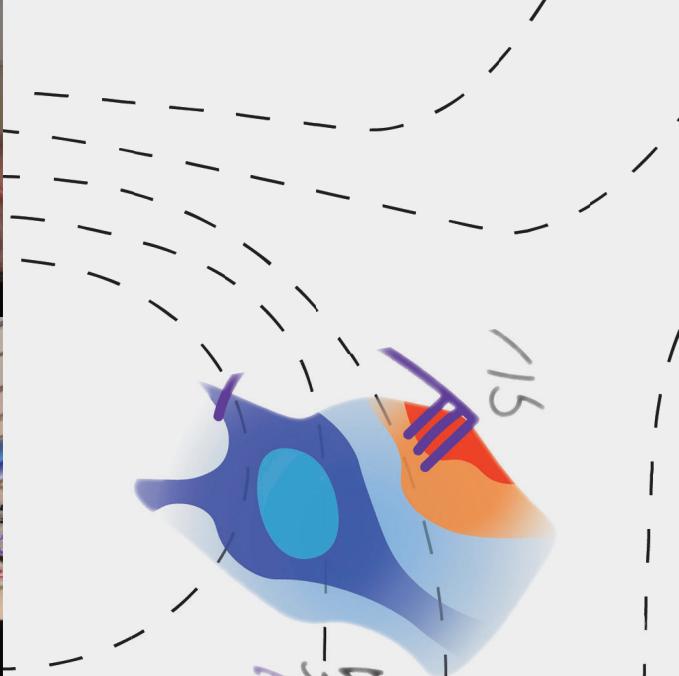
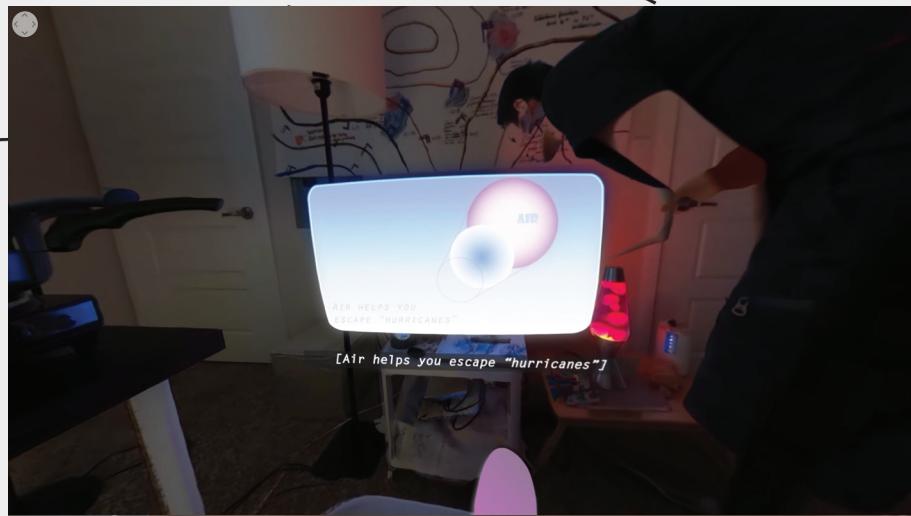
Go through the booklet to get  
you started with AIR.

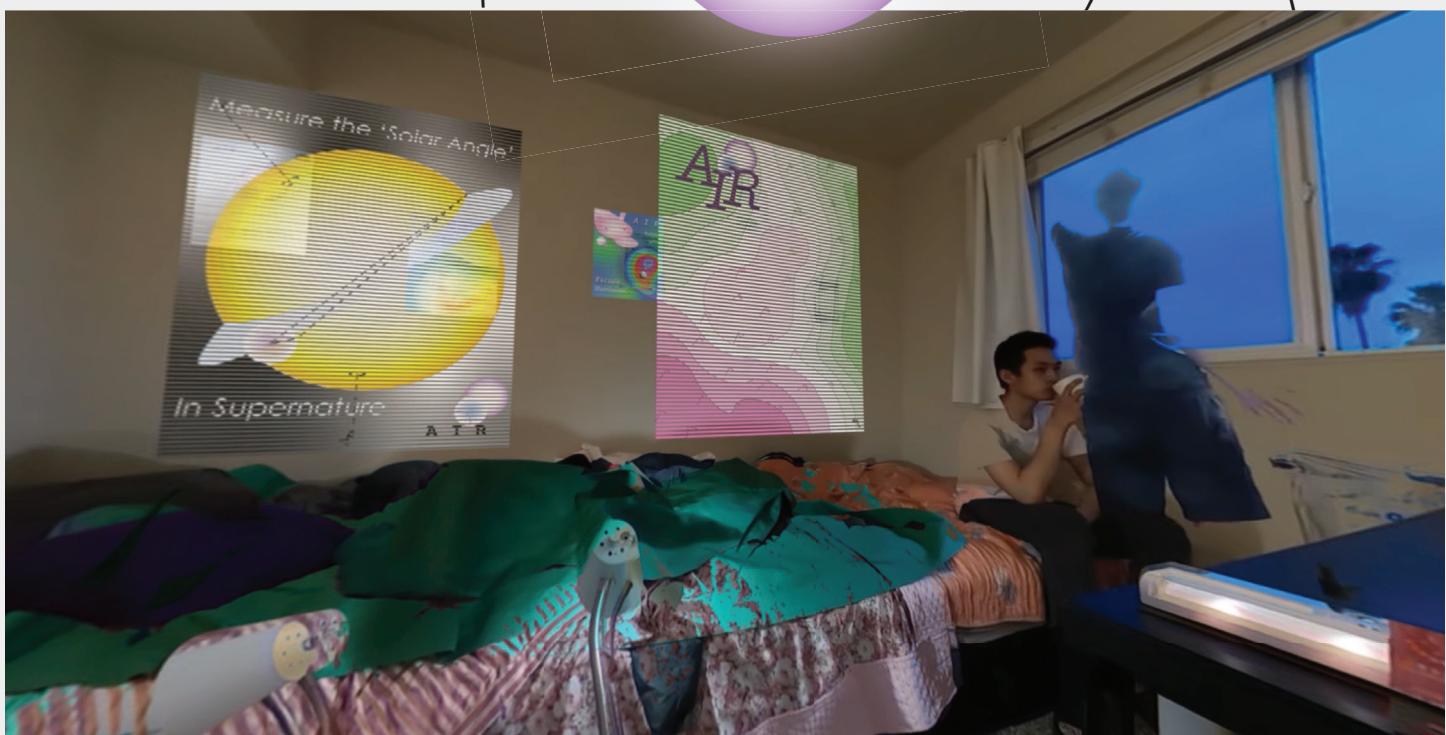
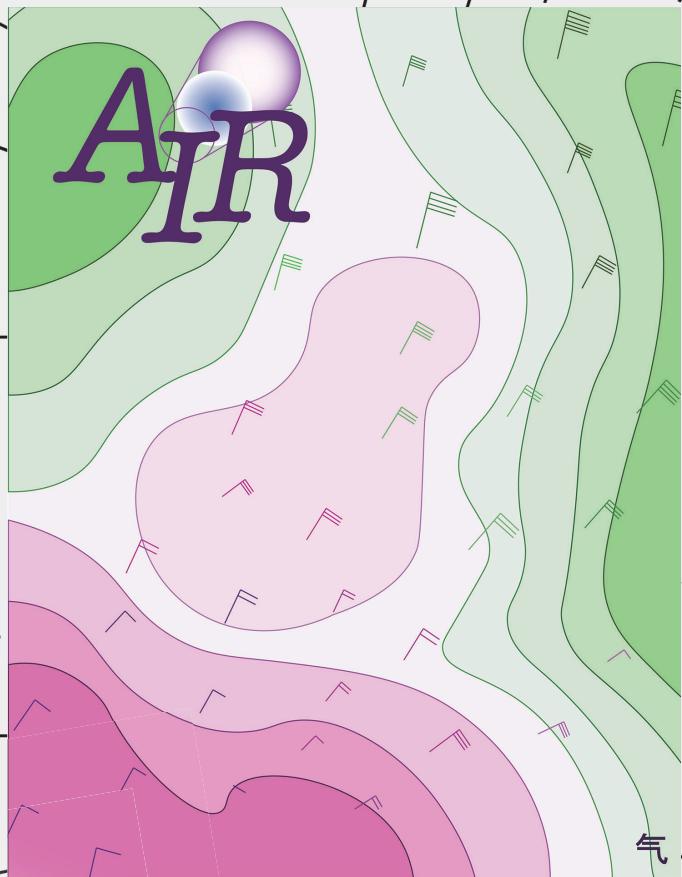
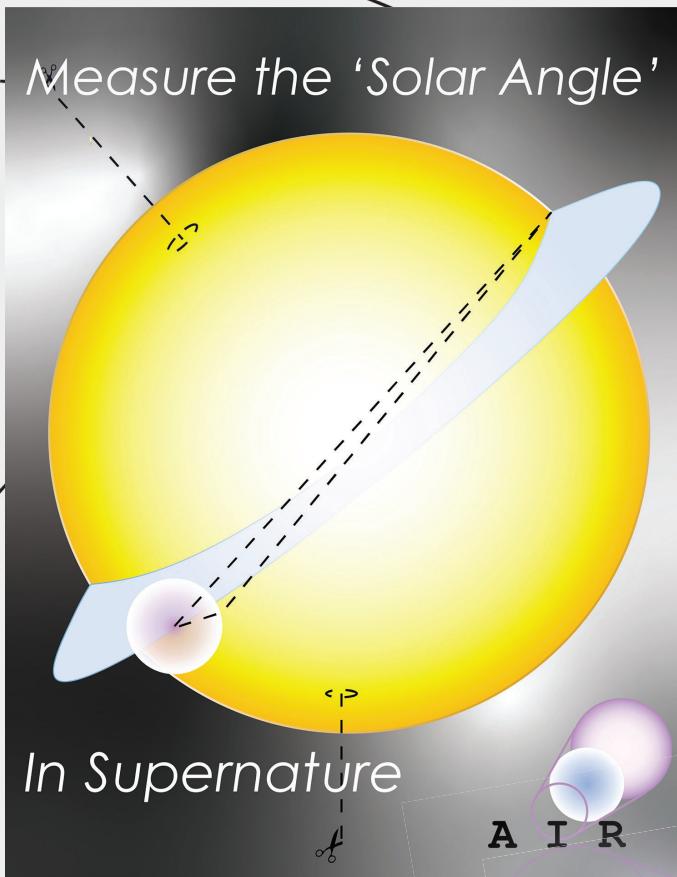


# AIR

[WEB LINK](#)

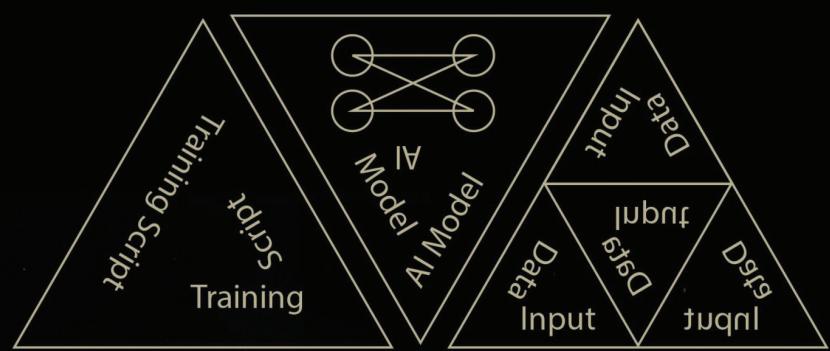








**Fire:** web link



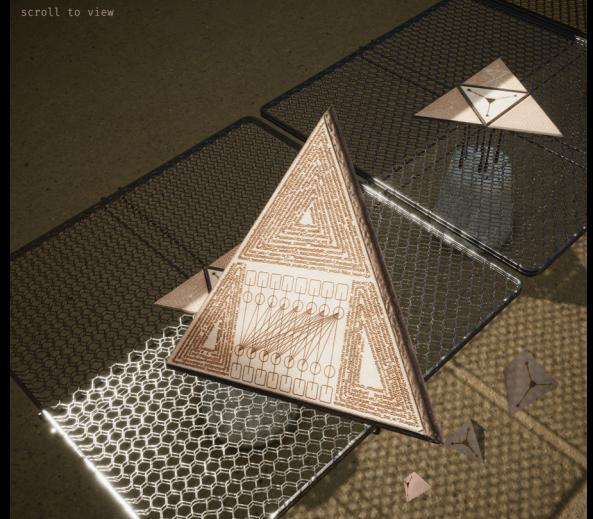
**FIGURE324** the training and model scripts are based on [DCGAN](#). It accommodates memory IDs of 324 sample image data.



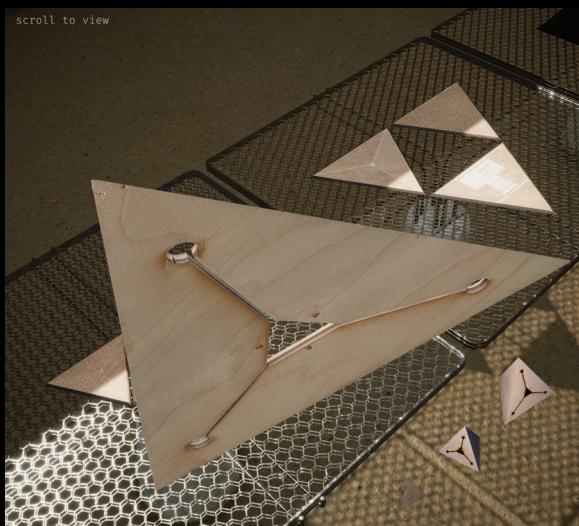
scroll to view



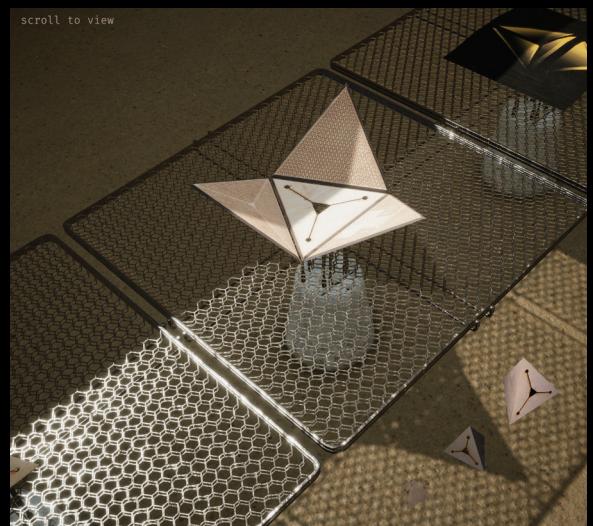
scroll to view



scroll to view



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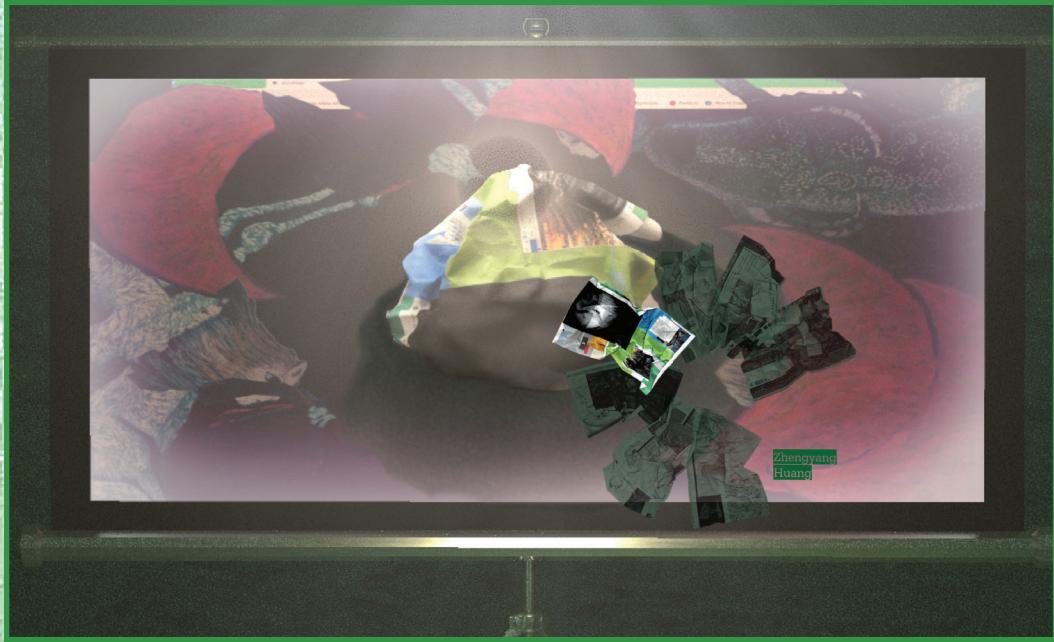


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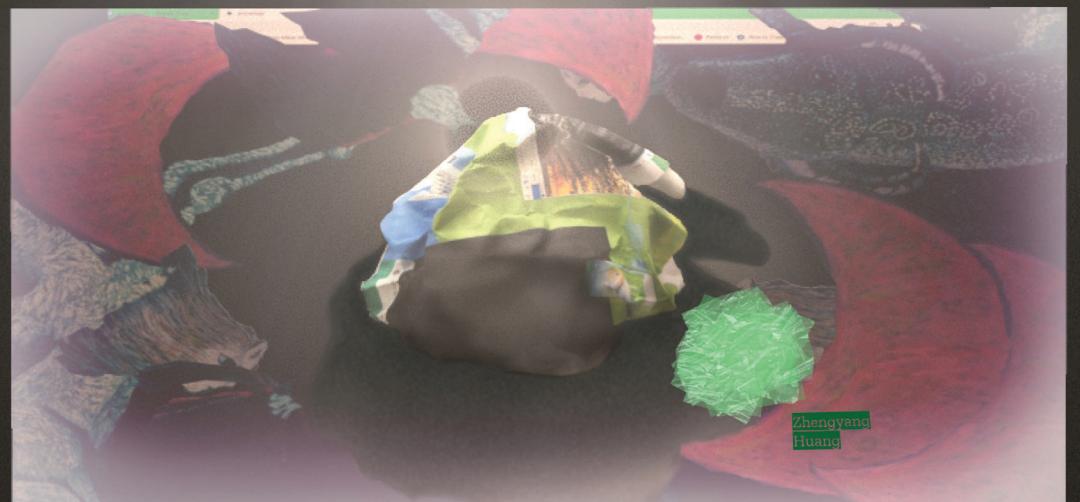




***Share Screen*** is an online exhibition. I was commissioned to design the homepage of this exhibition website in Oct, 2020.

The homepage is designed for both desktops and phones. On desktops the main menu is presents as a stack of papers which upon mouse click will unfold into a wheel of options. On the phone, the menu expands and folds as a dropdown. The background is a 3D rendered image with WebGL filter and its perspective moves with mouse motion.

(web: <https://projects.dma.ucla.edu/exhibitions/share-screen/>)



# sharp screen

online show homepage



***Storytelling and Resillience*** is a website that shows students projects from a Design Media Arts class. The website feautres a simple and effective showing layout for photos and videos.

***Storytelling and Resillience*** is designed and created by myself.

Website: <https://classes.dma.ucla.edu/Fall20/172/>

# Storytelling and Resilience

- The Precise Moment
- Quarantine Portrait
- Virtual Shoot
- Greta Thunberg Edit
- Personal Voice over Video
- Video Essay

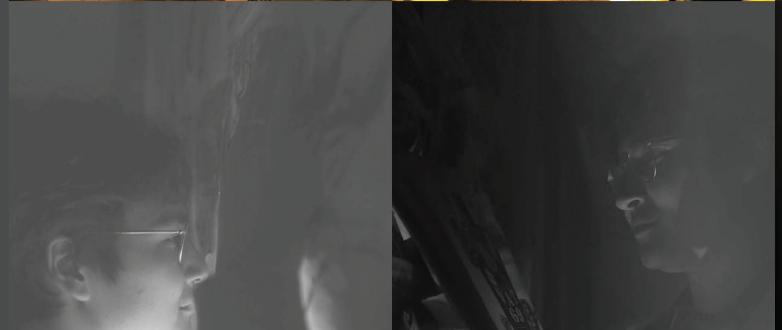
Storytelling can be an act of resilience in response to change and adversity. This course examines the intersections of video, storytelling, and cultures of resilience. Through presentations, group discussions, virtual galleries and video links the students will conduct research and study artworks by diverse voices. Students will create a short mixed media video addressing a contemporary issue of their own choosing. This course is designed to help students develop a visual toolkit and a critical approach to the medium of the moving image.

This website features works by Alyssa Deering, Henry Gonzalez, Sung A. Hong, Cho Kwan(Rachel) Leung, Ellie Park, Casey Rickey, Lee Teng, Gustavo Tepetla, Hana Tyszka, Megan Wu.

Instructor: Gabriel Noguez Teaching Assistant: Zhengzhou Huang

## The Precise Moment

Go on a walk and look at the natural light.  
Try to shoot in the early morning or late afternoon.  
Hold your camera close. Look out for surprises, geometry and photograph something that speaks to you.



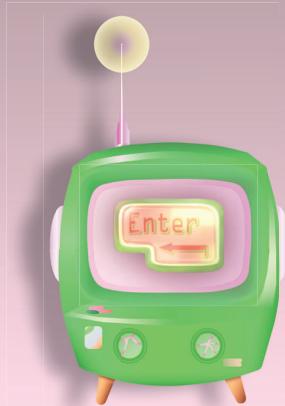
[Click to see Casey's photos](#)

**Pigxell** is a webpage online game where players purchase 3D furniture with their own photos to decorate their rooms. Pigxell features unique game interface design that connects the virtual transaction between players and the operator(NPC) in the game. The retro-style graphics and UIs are made with both 2D and 3D software. Many of the game contents are also hosted as manuals, posters and websites beyond the game.

**Pigxell** is a self-initiated project made by myself using Unity Game Engine, Autodesk Maya, Adobe Photoshop and Illustrator.

Documentation Video: <https://youtu.be/gi82bXDHebc>

Website Documentation: <https://youtu.be/dw-fIhjpTXU>

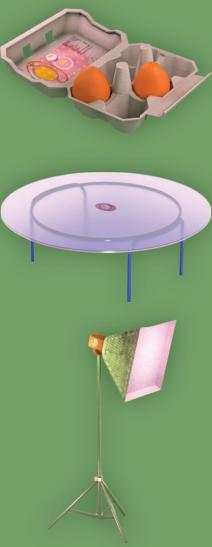




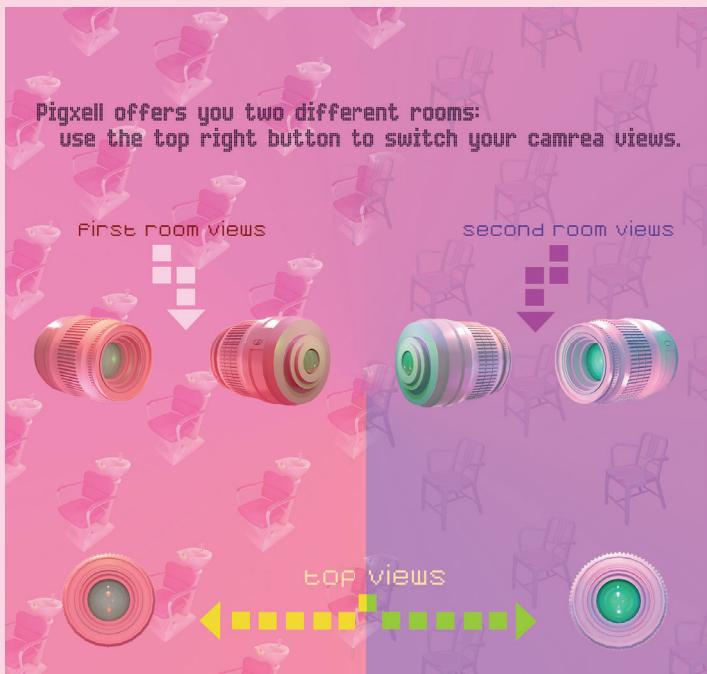
Pigxell is a room decoration game that critically reflects on users and data collection. It involves unique interactive interface for both players and the NPC controlled by an operator.



PIGXELL







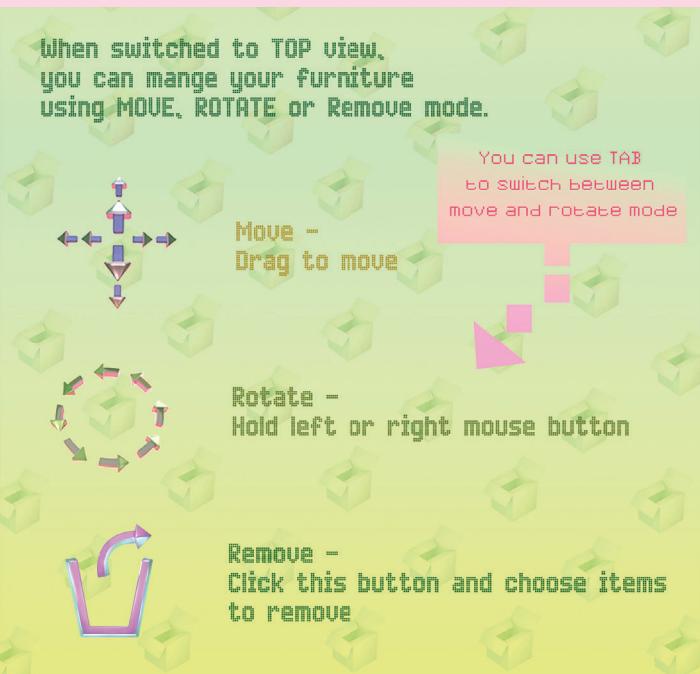
**Click this button at top right to shop at the Pig'x --- Pigxell's furniture store**

Each time Pig'X opens, it has a different brand of Furniture:

eye      snout      feet      ear

Every transaction at Pig'X asks you to take a photo of either your EYES, EARS, NOSE/MOUTH, HANDS/FEET, in order to buy a new piece of Furniture.

If the shop is **Closed**, please check the shop hours by clicking the "CLOSED" sign and come back later!



**Don't forget to  
SAVE & LOGOUT**  
before you quit the game !

**Click the Bottom Left Button →**  
to save your game otherwise you will  
lose your game data.

Please make sure your network connection  
is stable while playing the game.





Phone Adoption



Phone Adoption





*Ar(t)strology* is a astrological website making predictions for art creation. Working from text generated by GPT-2 and made with SVG filter, CSS animations, and black-and-white interactive UI elements, its style situates in a feeling of being mysterious, amorphous and uncertain.

This website project is a self-directed art project planned, designed and coded by myself.

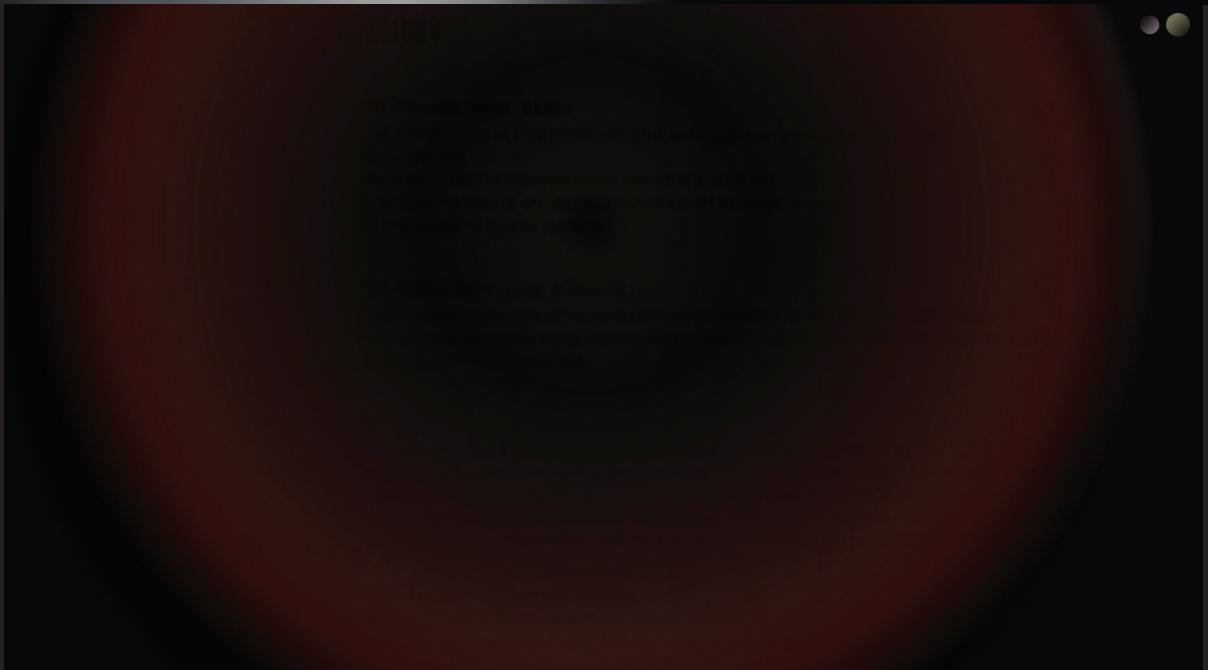
(web: <https://0buo.github.io/arstrology/>)



THIS SITE IS A PSEUDO SELF-HELP DOCUMENT POSITIONED TO BE THE OUTLET OF SUCH ANXIETY. HERE WITH THE OCCULT SCIENCES OF ARSTROLOGY, "A" AS AI, "ARS" AS ART, AND "ARSTRO" AS ASTRO-, 11 SIGNS WERE DISCOVERED AS 11 SNIPPETS OF BARCODES. DRAFTED WITH GPT-2, YOUR SIGN IS CALCULATED VIA ASTROLOGICAL EQUATIONS.

WITH A SIMPLE INPUT FROM YOUR SELF-EVALUATION, YOU CAN GET YOUR ARSTROLOGY READING TODAY. GET TO KNOW YOUR SIGN'S MEANING, TAKE ITS ADVICE, REVIEW YOUR VALUE, RESET YOUR GOALS, LOOK UP ITS TERMS, OR USE ITS LANGUAGES FOR THE NEXT ARTIST STATEMENT YOU ARE THINKING ABOUT. PREDICTIONS UPDATE EVERYDAY AND CYCLE THROUGH MONTHS.

TOUCH THE GLOWING STAR TO START.



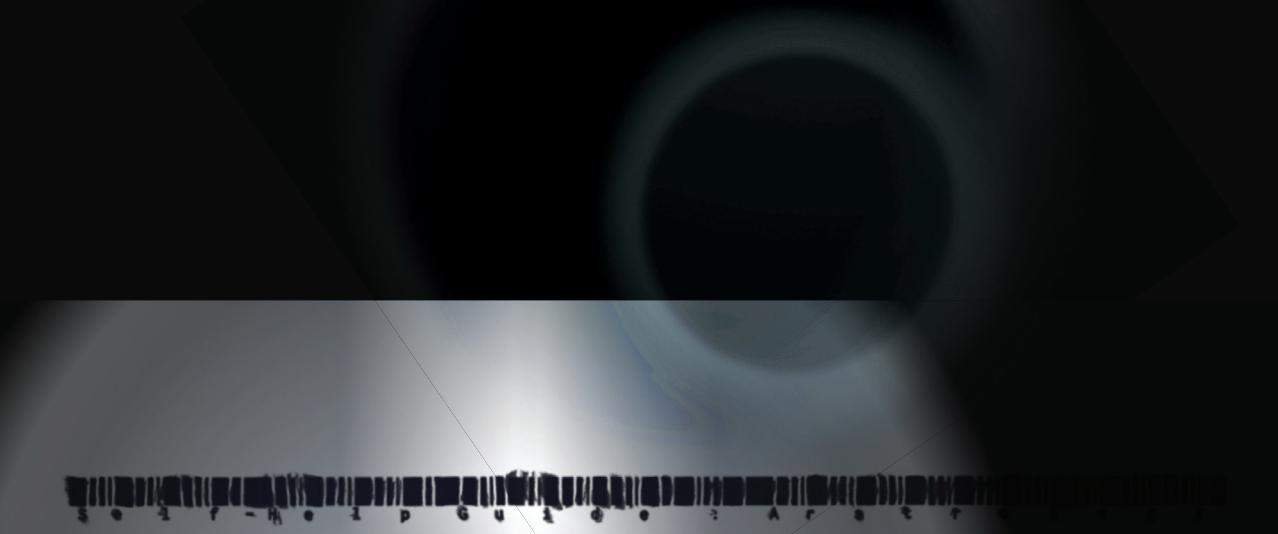
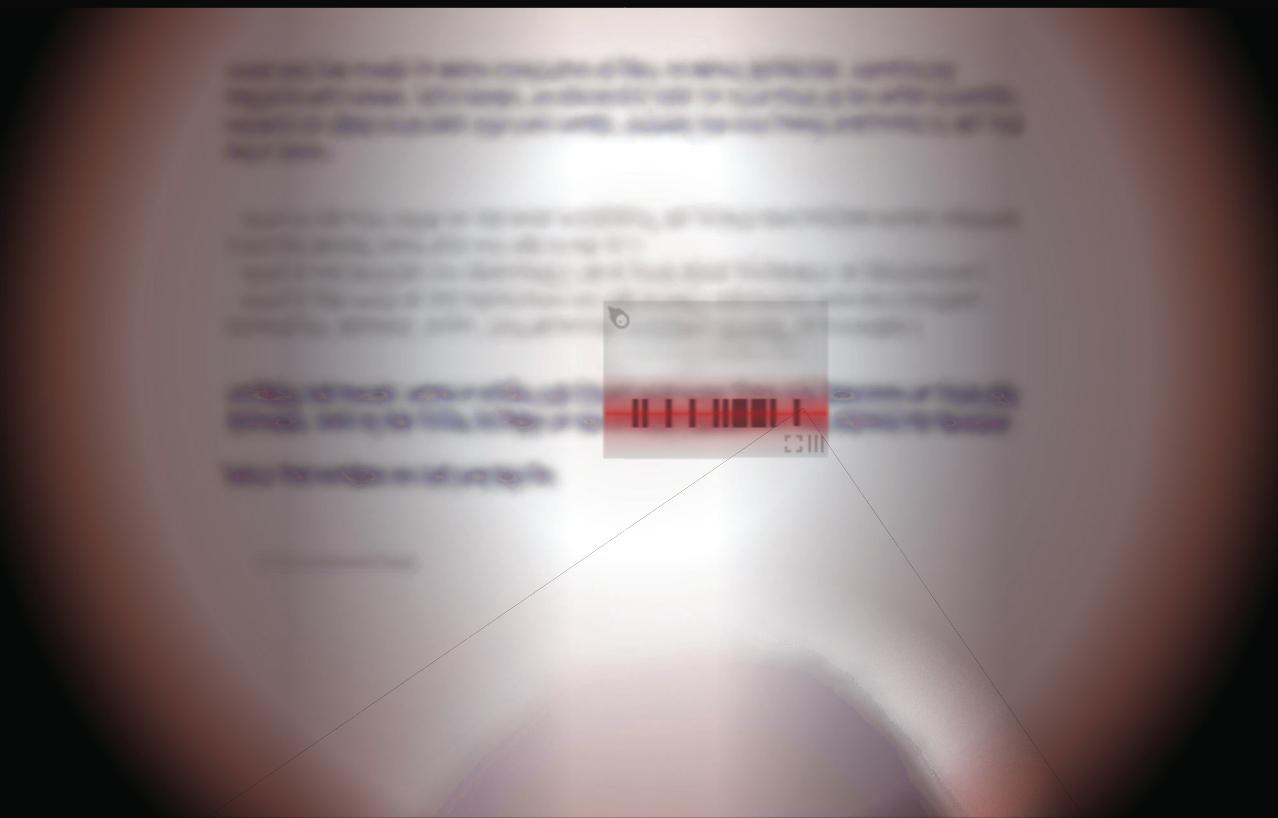
YOUR TALENTS IN SELF-PROMOTION COULD  
BE USED FOR OTHER PURPOSES. TRY THESE  
TEN QUESTIONS THAT CAN TELL YOU THE ANSWER  
TO YOU.

YOU REFER TO YOURSELF CONTINUOUSLY. YOU ARE LOOKING FOR  
DESIGNERS. YOU ARE IN YOURSELF CONSTRAINED. YOU ARE  
THINKING OF YOURSELF AND YOUR PERSONALITY. YOU  
ARE TRYING TO GET A BETTER IMAGE OF YOURSELF. YOU ARE

[you can view Astrology compatibility](#)



Ar(t)strology  
web link



THIS SITE IS A PSEUDO SELF-HELP DOCUMENT POSITIONED TO BE THE OUTLET OF SUCH ANXIETY . HERE, WITH THE OCCULT SCIENCES OF ASTROLOGY—"A" AS AI, "ARS" AS ART, AND "ARSTRO-" AS ASTRO-, 11 SIGNS WERE DISCOVERED AS 11 SNIPPETS OF BARCODES . DRAFTED WITH GPT-2, YOUR SIGN IS CALCULATED VIA ASTROLOGICAL EQUATIONS .

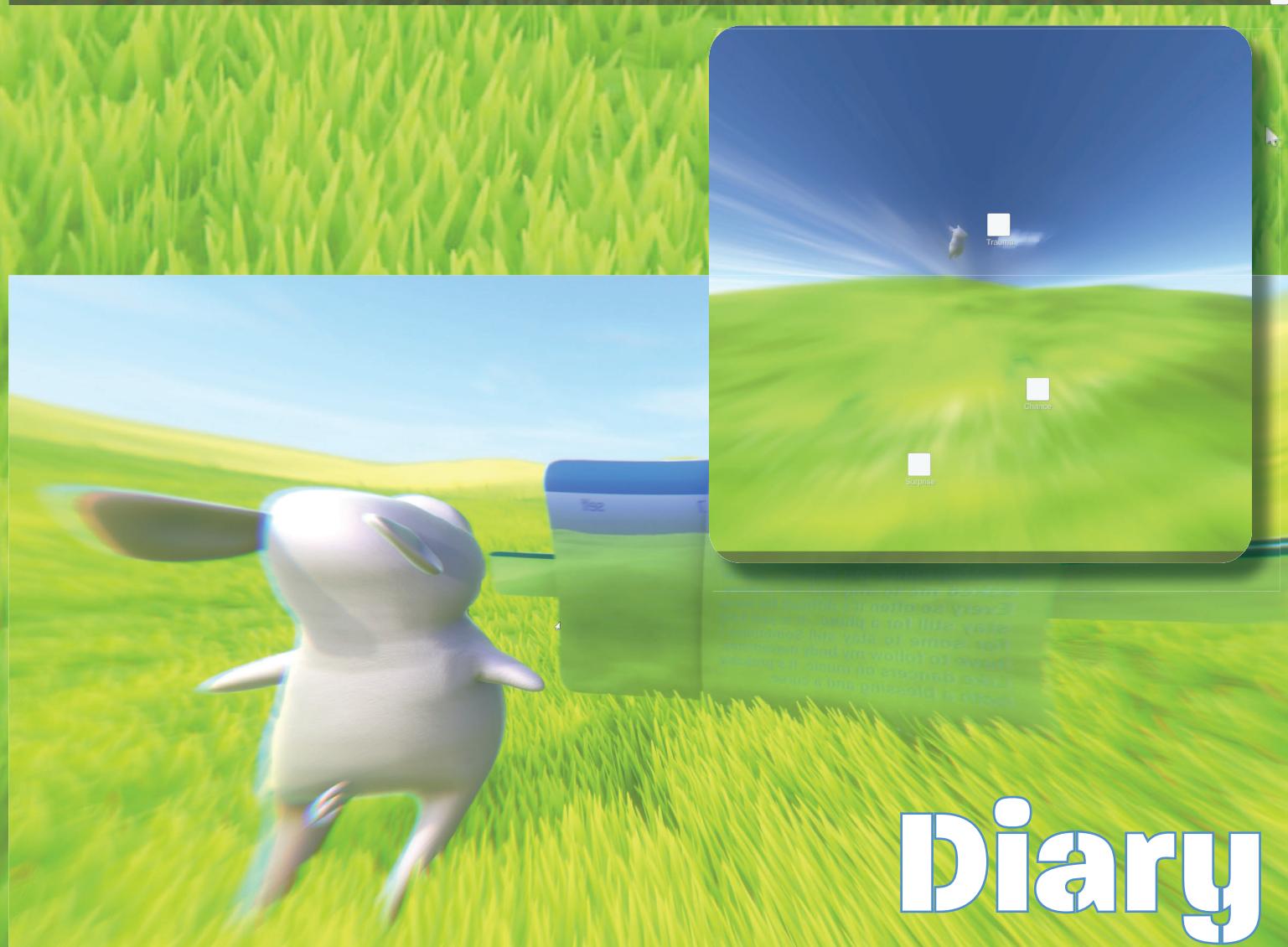
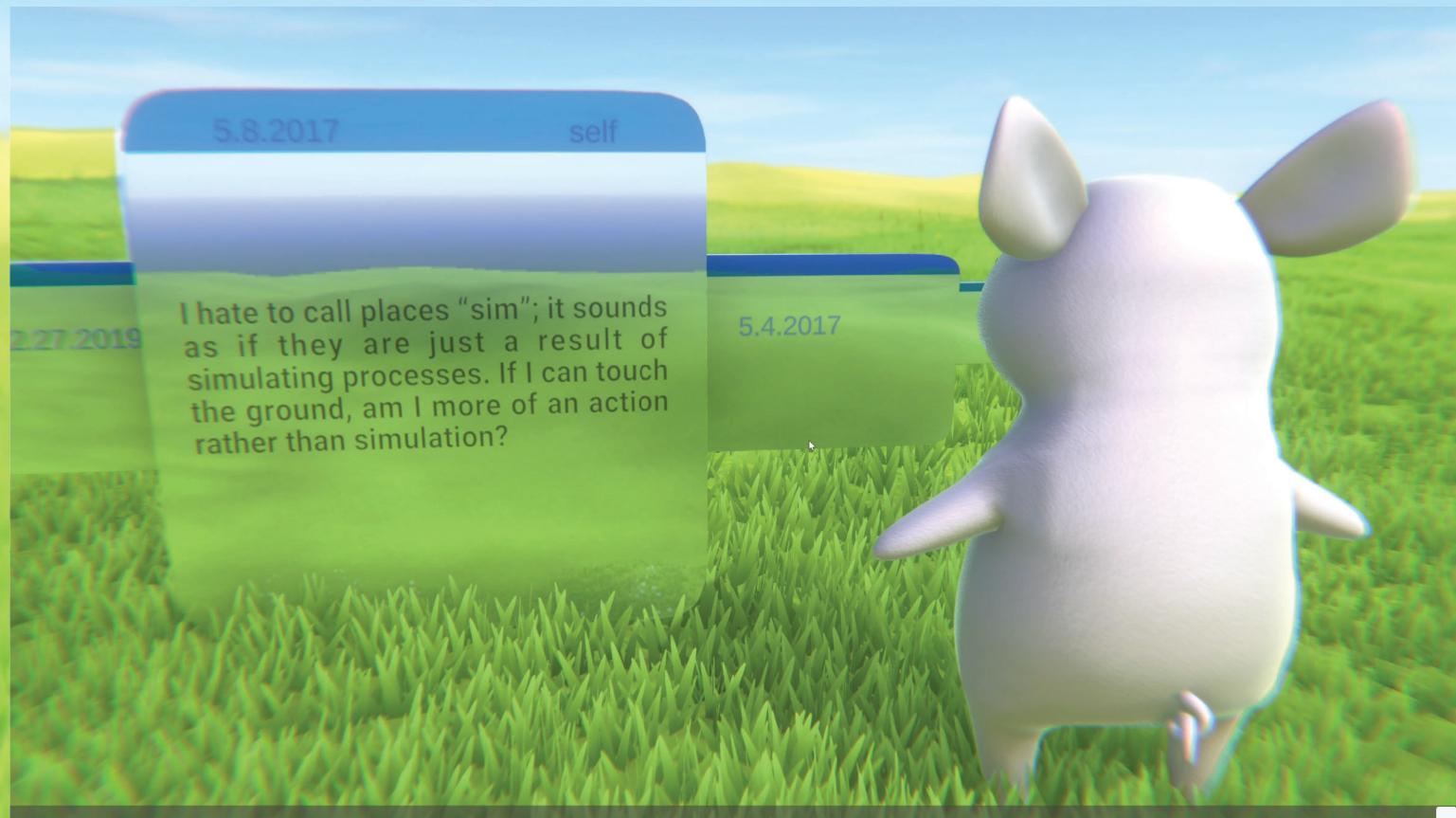
WITH A SIMPLE INPUT FROM YOUR SELF-EVALUATION, YOU CAN GET YOUR ARSTROLOGY READING TODAY . GET TO KNOW YOUR SIGN'S MEANING , TAKE ITS ADVICE , REVIEW YOUR VALUE , RESET YOUR GOALS , LOOK UP ITS TERMS , OR USE ITS LANGUAGES FOR THE NEXT ARTIST STATEMENT YOU ARE THINKING ABOUT . PREDICTIONS UPDATE EVERYDAY AND CYCLE THROUGH MONTHS .

TOUCH THE GLOWING STAR TO START .



**Diary** is a 3D reading interface made with Unity 3D, coded with C#, with assets designed on Maya and Adobe Illustrator. The reading experience starts with a traditional computer desktop screen, and then it transitions from the 2D landscape backdrop to a 3D environment where text files are displayed in a ring of floating panels.

It is a self-initiated project made by myself.



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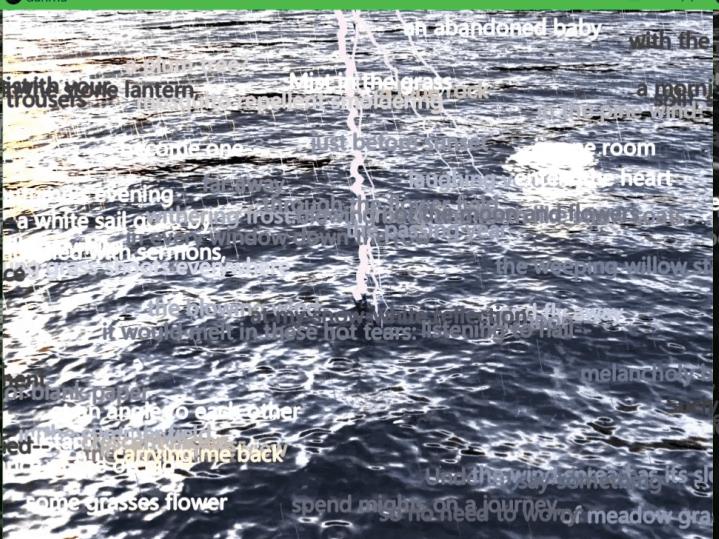
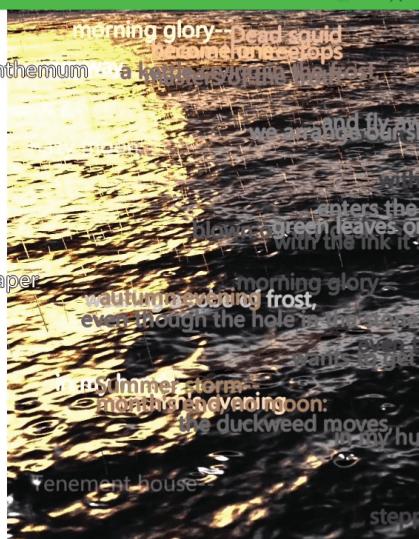
morning glory--

it in the grass  
chrysanthemum, white chrysanthemum  
tating things

to fulfillment  
become short  
in the water  
starling wings--  
is everywhere  
flowers--  
to this world

winter rain--  
all the sheets of blank paper  
s shadow--  
some grasses flower  
ly water  
the voice frigid  
the pine wind?

gathering frost:  
muddied with sermons,  
my snow-white reflection



us!

**Barrage Haiku** is a self-initiated motion design project made with Maya and Processing. It presents 3D animated water scenes with which short snippets of poems is generated and flow on top of it continuously. The color of the text changes according the image it is on.

my hut

an old oak

foolishly, in the

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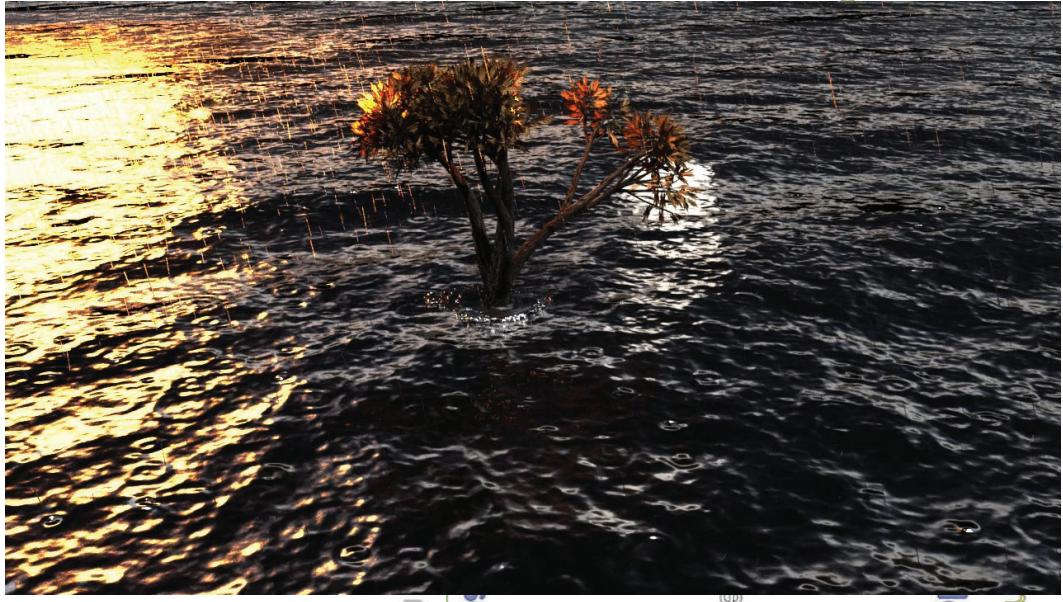
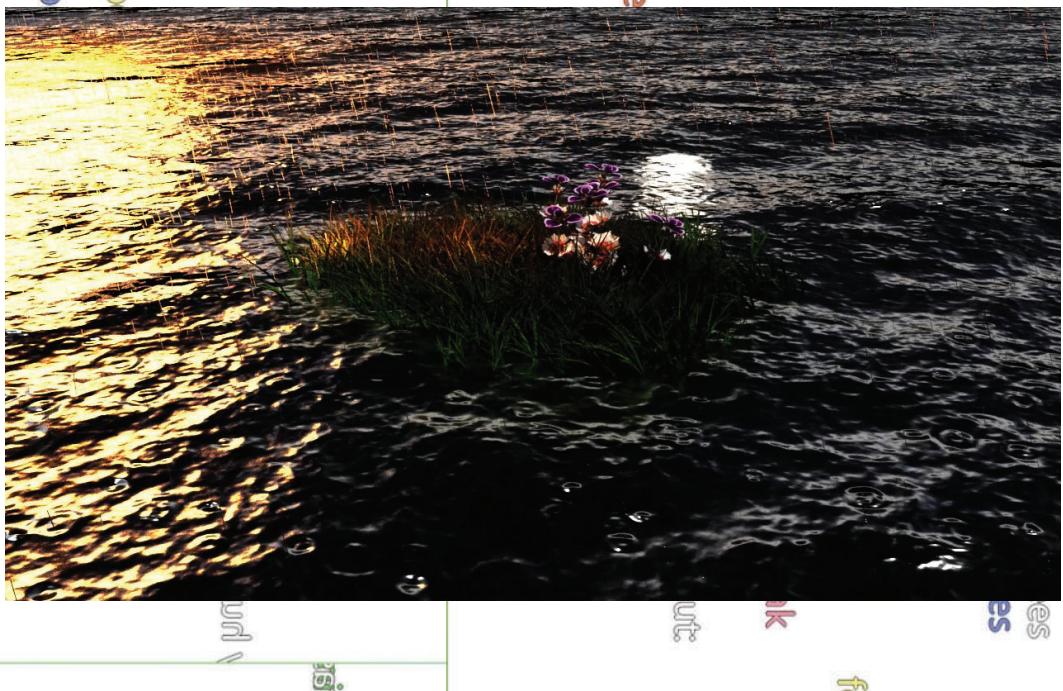
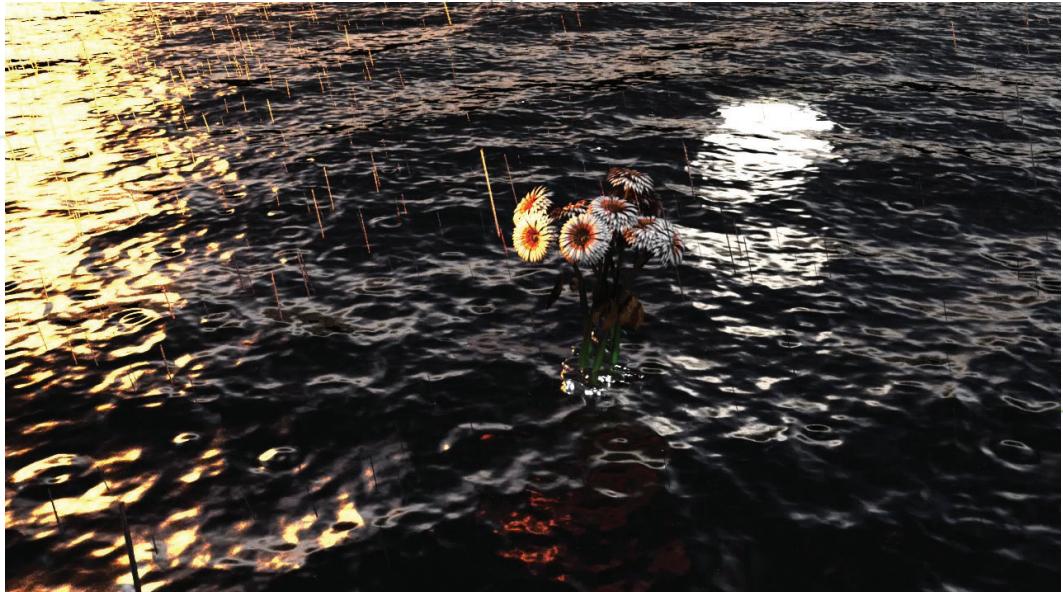
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ပြောင်း

ပေါ်ခဲ့သူများ